BRITISH COLUMBIA
The Best Place on Earth

BCStats

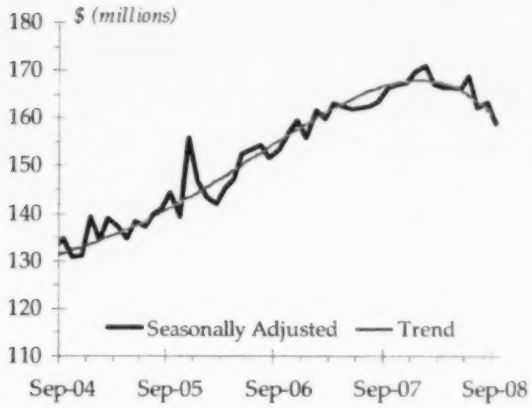
Werner Gründlingh
(250) 387-1124
werner.grundlingh@gov.bc.ca
December 2008
Issue: 08-12

Tourism Sector Monitor ◆ December 2008

Room Revenue

September saw a continuation of a downward trend (–2.8%, *seasonally adjusted*). The Northeast (+5.2%) was the only region to experience an increase in room revenues. However, declines in Vancouver Island/Coast (–1.9%), Nechako (–2.0%), Cariboo (–2.4%), Thompson/Okanagan (–2.4%), Kootenay (–2.5%), North Coast (–2.6%) and Mainland/Southwest (–3.8%) caused the drop province wide. Mainland/Southwest especially slumped to revenue levels last witnessed three years ago.

Room revenues took another dip in September



Data Source: BC Stats

Hotel revenues slipped again (–3.3%) in September after see-sawing since May. Revenues fell at large (151-250 rooms; –1.1%), very large (251+ rooms; –2.6%) and medium-sized (76-150 rooms; –3.7%) hotels. However, small (1-75 rooms, –6.2%) hotels took the largest dip, dropping down to revenue levels of two years ago. Room revenues at motels also fell (–1.2%) along with those at other accommodation types (–4.0%). In particular, vacation rentals (–4.8%) as well as fishing lodges and bed-and-breakfasts (–3.1%) dropped.

Table 1: Room Revenue
(seasonally adjusted)

	Sep-08 ($000)	Aug-08 ($000)	change %
Accommodation Type			
Total	158,885	163,379	– 2.8
Hotels	116,653	120,634	– 3.3
Motels	19,364	19,597	– 1.2
Other Accommodations	22,450	23,381	– 4.0
Regions (Top 3 performers)			
Northeast	6,902	6,562	+ 5.2
Vancouver Island/Coast	27,369	27,901	– 1.9
Nechako	986	1,007	– 2.0

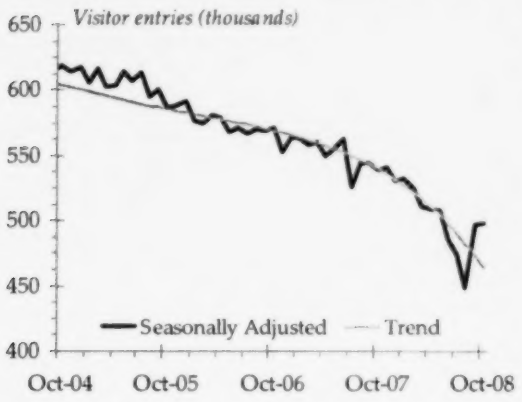
Data Source: BC Stats

Visitor Entries

The number of travellers entering Canada via BC bounced back (+10.8%) in September after declining since February.

The number of US visitors climbed significantly (+16.3%) in September, bringing entry levels back to that of May. This was supported by a surge in both same-day (+9.1%) and overnight (+20.3%) travellers. However, there were fewer visitors from overseas countries (–2.7%), due to a decline in visitors from Asia (–2.6%), Europe (–1.6%) and other countries (–4.6%).

Visitor entries bounce back in September



Data Source: Statistics Canada

Table 2: Traveller Entries
(seasonally adjusted)

	Sep-08 (000s)	Aug-08 (000s)	change %
American visitors			
Total	371	319	+16.3
Same-day	125	115	+ 9.1
Overnight	246	204	+20.3
Overseas visitors			
Total	126	129	- 2.7
Europe	43	43	- 1.6
Germany	7	7	- 1.1
Asia	55	57	- 2.6
Taiwan	3	4	-13.7
South Korea	9	10	- 4.7
Other	28	29	- 4.6

Data Source: BC Stats & Statistics Canada

Other Indicators

The occupancy rate in BC's hotel industry dropped (–2.2 percentage points) in September, while the average room charge inched up (+0.2%). Despite a surge in travellers entering Canada via BC, total air passenger traffic at Vancouver International Airport was down (–5.4%) in September. Other international traffic continued to slip (–1.7%) for the sixth consecutive month, while domestic travellers also dropped (–4.4%). Trans-border visitors plummeted (–10.8%) to a new record four-year low. Victoria International Airport also serviced fewer (–1.7%) passengers in September.

Fewer vehicles (–1.5%) and passengers (–1.3%) boarded BC Ferries in September. Vehicle volume on the Coquihalla Highway also crashed (–22.9%), possibly due to a number of month-end days being unaccounted for —toll booths closed at 1pm on September 26th, 2008.

Revenues at BC's food services and drinking places gained 1.1% in September, due to higher sales at both drinking places (+1.1%) and food service establishments (+1.9%).

Table 3: Other Tourism Indicators
(seasonally adjusted)

	Sep-08	change from Aug-08
Hotel Industry		
Occupancy Rate (%)	62.9	-2.2 pp
Average Room Charge ($)	132.50	+ 0.2
Data Source: Pennell Kerr Forster		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,389	- 5.4
US (trans-border)	320	-10.8
Other International	325	- 1.7
Canada (domestic)	744	- 4.4
Data Source: YVR		
Victoria International Airport		
Total Traffic	130	- 1.7
Data Source: Victoria Airport Authority		
Food Services Receipts	($ millions)	(%)
All Establishments	660	+ 1.1
Food Service	622	+ 1.9
Drinking Places	40	+ 1.1
Data Source: Statistics Canada		
Transportation	(000s)	(%)
Coquihalla Highway		
Passenger Vehicles	171	-22.9
Data Source: Ministry of Transportation & Infrastructure		
BC Ferries		
Vehicle Volume	663	- 1.5
Passenger Volume	1,700	- 1.3
Data Source: BC Ferries		
Exchange Rates	Cdn $	
US Dollar ($)	0.945	0.00
UK Pound (£)	0.526	+0.02
Japanese Yen (¥)	100.705	-3.07
Australian Dollar ($)	1.157	+0.08

Data Source: Statistics Canada (pp = percentage points)

A look ahead—October 2008

Preliminary figures depict a positive outlook for most regions in BC with room revenues rebounding (2.2%) in October. North Coast (+9.3%), Mainland/Southwest (+2.8%), Cariboo (+1.8%), Nechako (+1.7%), Vancouver Island/Coast (+1.2%) and Thompson/Okanagan (+0.7%) all saw revenues climb. However, only Kootenay experienced a drop (–1.6%) in room revenues.

An upturn (+2.8%) in hotel revenues in October was due to an increase in revenues at all types of hotels, including very large (251+ rooms; +3.3%), large (151-250 rooms, +1.3%), mid-sized (76-150 rooms; +2.8%), and small (1-75 rooms; +3.5%) hotels. Meanwhile, revenues at motels (–0.1%) and other accommodations (–0.9%) slipped, while vacation rentals had an upturn (+3.7%) in room revenues.

There was an increase (+0.5%) in American travellers entering Canada via BC. This was due to more (+1.7%) same-day travellers which was slightly offset by fewer (–0.1%) overnight visitors. Travellers from overseas countries decreased slightly (–0.3%) due to fewer (–3.3%) travellers from Asia. BC saw more entries from Europe (+0.7%) and other locations (+4.2%). Together, these caused a net increase (+0.3%) in traveller entries to Canada via BC in September.

Both Victoria International Airport (+0.9%) and Vancouver International Airport (+2.5%) had an upturn in passenger volume. In Vancouver, this was brought on by an increase in domestic (+2.9%) and trans-border (+7.1%) traffic. However, visitors from other international destinations fell (–3.0%). Foot passengers traffic at BC Ferries inched up (+0.2%), as did vehicles numbers (+1.6%).

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were lower by an average of 0.2 percentage points partly because the initial data retrieved at the time the estimates are calculated is not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is –0.5, the actual number is about –0.3.

Special Focus: Tourism tax dollars reinvested in BC

"Taxes, after all, are the dues that we pay for the privileges of membership in an organised society."
Franklin D Rooseveldt

Introduction

Many regions across Canada collect provincial, as well as federal service tax. In addition to these taxes, most provinces charge some form of supplementary tax specifically on accommodation sales.

Alberta started such an accommodation tax in 1987 at 5%, which was later (April 1, 2005) reduced to 4%. Quebéc currently charges 3%, while Ontario and Saskatchewan add 5% to the sale of lodging purchases.

The *Hotel Room Tax (HRT) Act* in British Columbia was initiated on April 1, 1971. It currently requires eligible establishments to levy 8% HRT on behalf of the provincial government. The tax is applied to the regular charge for overnight or short-term stay in a unit of accommodation across BC. However, this has not always been the case.

After its inception, HRT was raised on March 10, 1981 from 5% to 6% on rooms under $50, while rooms costing $50 or more were levied with 8% tax. Later (March 1, 1984) this regulation was changed to 7% regardless of the room rate, until finally (March 20, 1987) it was fixed at 8%.

Establishments that are exempt from collecting HRT are those that

- offer less than 4 units of accommodation;
- have rooms or suites that are rented long-term (more than a continuous one-month period); or
- provide accommodation for $30 or less per day, or $210 or less per week.

Other exemptions[1] may also apply. From the above, lodgings like hostels and some small bed-and-breakfasts typically do not charge HRT on their rooms.

A portion of this tax is transferred to *Tourism BC* (TBC) to provide secure funding for the promotion of tourism in the province. Effective April 1, 2008, TBC's portion of HRT tax increased from 1.65% to 3% to maintain the funding requirements of a growing tourism industry.

The HRT Act also enables eligible entities within BC (municipalities and regional districts in particular, although any public body may be eligible) that collect HRT to apply for an *additional hotel room tax* (AHRT) to be levied on their behalf. Collection of up to 2% AHRT on the sales of accommodation may be requested within the jurisdictions, and is gathered through the existing HRT collection system run by the Ministry of Small Business and Revenue.

Benefits of collecting 2% additional hotel room tax

Municipal funds collected via AHRT must be put towards a specific purpose — typically local tourism related industries — and collection thereof is approved based on a strategic business plan which provides evidence of complementing (not duplicating or replacing) existing

[1] Ministry of Small Business and Revenue, Hotel Room Tax Exemptions, available online from: http://www.sbr.gov.bc.ca/business/Consumer_taxes/Hotel_Room_Tax/hrt_exemptions.htm, cited December 2008.

tourism initiatives, as well as possible contributions to an overall increase in tourism revenue.

Although these terms may be considered very broad and potentially allow many eligible entities to request collection of AHRT, approval of applications follows strict guidelines. However, successful applicants enjoy the full-circle benefit of initiatives that are related to tourism being partly funded *by* tourism — one way of establishing a so-called "organised society".

Which municipalities are eligible?

The September 1996 issue of the TSM[2] reported that seven municipalities across BC collected AHRT. This number has grown dramatically with 39 (see Appendix) municipal jurisdictions collecting 2% AHRT at present.

A minimum requirement for eligible entities to be successful in their application for AHRT is support from at least 51% of the accommodation sector within their jurisdiction. This condition stems from the fact that an additional tax on lodging could potentially drive customers away from accommodation operators' businesses. Additionally, the new tax will be implemented for a period of 5 years, after which the jurisdiction must re-apply for AHRT and be subject to the same prerequisites for it to be reinstated.

Once approved, the successful jurisdiction imposes a bylaw that requests the province of British Columbia to levy the AHRT on its behalf. Accumulated AHRT (less a collection-and-dissemination charge from the government) is then remitted on a monthly basis to the respective municipalities.

Approved entities must disclose how the AHRT funds were implemented on an annual basis to the Ministry of Finance, and stipulate how the fund usage is consistent with the originally approved business plan.

The broad definition of AHRT usages across municipalities with such diverse needs implies that funds may contribute towards

- *leisure marketing* (print advertising, TV, radio, brochures, maps, posters, rack cards, golf and ski promotion, tour and travel agents, news media, website upgrades and links, billboard advertising, *etc.*);
- *tourism equipment and facilities;*
- *tourism trade shows;*
- *consumer trade shows* (sports, travel and leisure);
- *development of brand and theme for municipality;*
- *development of signage program for tourists;*
- *information centre staffing and operation;*
- *festivals and special events;* and
- *tourism research.*

Tourism funding generated via additional hotel room tax

Since the inception of AHRT, numerous municipalities have opted in to receive this additional tourism subsidy. At the turn of the century only 8 municipalities had passed AHRT bylaws, with this number growing to 39 by June 2008, 11 of which started collection in 2007.

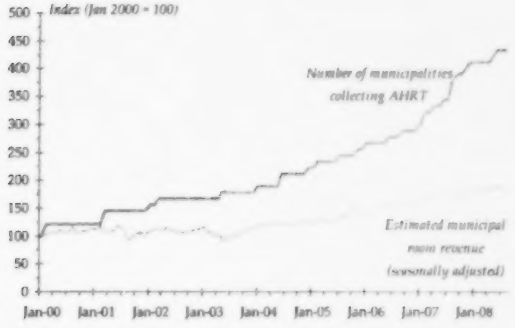
The increase in AHRT-collecting municipalities has outpaced the growth of municipal room revenue in BC. This is because the major room revenue contributors (*City of Vancouver, Resort Municipality of Whistler, City of Richmond* and *City of Kelowna*) established AHRT bylaws before January 2000.

The graph below shows how the total (estimated, *seasonally adjusted*) municipal room

[2] BC Stats, Tourism Sector Monitor, September 1996, available online from: http://www.bcstats.gov.bc.ca/pubs/tour/trr96t09f.pdf, cited December 2008.

revenues in BC have increased as more enrolled into AHRT collection since January 2000.

Growth of AHRT-enrolled municipalities has outpaced the growth of municipal room revenue in recent years



Data Source: BC Stats

Room revenue collected within the 39 municipalities has slowly been climbing since 2003 when it comprised around 56% (or $123.8 million on average per month, *seasonally adjusted*) of total BC room revenue. This has been boosted to almost 73% (or $166.4 million on average per month, *seasonally adjusted*) in 2008.

AHRT-collecting municipalities' share of BC room revenue is slowly climbing

Data Source: BC Stats

The *City of Vancouver* had an estimated $238.8 million in municipal room revenue from Jan-Jun 2008, with more than 100 accommodation establishments filing HRT returns on average every month, placing it first in terms of AHRT contributions towards tourism. The runner-up is the *Resort Municipality of Whistler* that collected almost half as much ($123.1 million) from 55 properties on average every month. The top 5 municipal jurisdictions in terms of AHRT for the first half of 2008 are presented in the table below.

City of Vancouver earns the most room revenue of 39 AHRT-collecting municipalities in BC

Municipal jurisdiction	Estimated room revenue (000s, *seasonally adjusted*)	Average monthly properties‡
Vancouver (C)	$ 238,833	109
Whistler (RM)	$ 123,070	55
Richmond (C)	$ 66,944	23
Victoria (C)	$ 64,192	76
Kelowna (C)	$ 29,765	37

‡*Based on the number of unique accommodation establishments reporting tax in each month from Jan-Jun 2008.*
Key: C = City, RM = Resort Municipality
Data Source: BC Stats

Additional funding for resort areas

In addition to AHRT that support the growing demand of the tourism industry, some communities designated as *resort areas* may apply to receive a portion of the collected HRT (similar to the HRT ratio granted to TBC). The portion may range between 1% and 4%. According to the *Community Services Statutes Amendment Act 2007*, this share of funds should be used to "finance new or improved resort infrastructure and services to increase the number of visitors to these resort areas". Each resort area appoints a so-called *resort body* that receives the funding on behalf of the resort area.

At present, ten resort areas receive additional funding by means of this *Resort Area Tax Regulation*. The *City of Rossland* and *Village of Valemount* collect 1% of HRT, while *Village of Harrison Hot Springs, City of Kimberley, Town of*

Osoyoos, *Village or Radium Hot Springs*[3] and *District of Tofino* each receive 2% of the regional HRT. The *City of Revelstoke* receives a 3% share of HRT, whereas *Town of Golden* and *Resort Municipality of Whistler* each accept a 4% HRT grant.

Appendix

The 39 municipalities within BC that have a 2% AHRT collection bylaw currently in effect (with the effective bylaw start date) include *Resort Municipality of Whistler*[4] (May 1988), *City of Victoria*[5] (Feb 1989), *District of Oak Bay*[5] (Aug 1989), *District of Saanich*[5] (Oct 1990), *City of Prince Rupert*[5] (Nov 1990), *Town of Smithers*[5] (Nov 1990), *City of Vancouver*[5] (Oct 1998), *City of Richmond* (Oct 1999), *City of Chilliwack* (Jan 2000), *City of Parksville*[5] (Feb 2000), *Town of Qualicum Beach*[6] (Feb 2000), *City of North Vancouver* (Mar 2001), *District of North Vancouver* (Mar 2001), *City of Rossland*[7] (Jan 2002), *City of Surrey* (Mar 2002), *City of Abbotsford* (May 2003), *City of Kelowna* (Jan 2004), *City of Burnaby* (Jun 2004), *District of Wells* (Jun 2004), *Regional District of Kitimat-Stikine* (Dec 2004), *City of Merritt* (Feb 2005), *City of Kamloops* (Jul 2005), *Sun Peaks Mountain Resort Area* (Nov 2005), *City of Penticton* (Jan 2006), *District of Port Hardy* (Jun 2006), *Columbia Shuswap Regional District* (Sep 2006), *Village of Harrison Hot Springs* (Jan 2007), *Regional District of Alberni-Clayoquot* (Feb 2007), *Regional District of East Kootenay* (Feb 2007), *City of Kimberley* (Apr 2007), *District of Tofino* (Jun 2007), *Regional District of East Kootenay (Radium Area)* (Aug 2007), *Township of Langley* (Aug 2007), *Village of Valemount* (Aug 2007), *City of Langley* (Sep 2007), *Regional District of Nanaimo* (Nov 2007), *Town of Osoyoos* (Dec 2007), *City of Revelstoke* (May 2008), and *District of Ucluelet* (Jun 2008).

[3] Designated resort area extends beyond the town/village limits.

[4] This municipality has no effective end date for its AHRT bylaw.

[5] Collected 1% AHRT from Feb 2000 to Feb 2005.

[6] Collected 1% AHRT from Feb 2000 to Feb 2005.

[7] Collected 1% AHRT from Jan 2002 to Jan 2007.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
				Annual data					
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
				Annual growth rates					
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
				Monthly data					
Sep-07	29,893	88,687	25,546	8,180	5,037	2,485	1,076	5,620	166,524
Oct-07	29,443	89,047	25,525	8,495	5,338	2,448	1,077	5,532	166,906
Nov-07	29,525	88,304	26,143	8,848	5,529	2,413	1,092	5,484	167,338
Dec-07	28,986	91,762	25,812	8,477	5,586	2,458	1,040	5,719	169,839
Jan-08	29,898	92,741	26,334	7,967	5,426	2,474	959	5,150	170,949
Feb-08	28,178	90,784	25,314	8,370	5,349	2,522	926	5,450	166,894
Mar-08	28,621	90,415	25,358	7,920	5,241	2,417	984	5,584	166,540
Apr-08	27,973	89,352	26,231	7,590	5,228	2,444	1,160	6,578	166,557
May-08	28,238	88,623	25,973	8,344	5,103	2,417	1,001	6,283	165,983
Jun-08	29,353	88,270	26,937	8,549	5,517	2,346	1,046	6,720	168,738
Jul-08	27,697	86,194	25,735	7,815	4,976	2,450	1,013	6,267	162,146
Aug-08	27,901	86,027	26,509	8,051	5,041	2,281	1,007	6,562	163,379
Sep-08	27,369	82,771	25,868	7,846	4,919	2,222	986	6,902	158,885
				Month-over-month growth rates					
Sep-07	4.6	2.4	0.8	0.4	– 0.5	– 5.6	1.1	– 7.3	1.9
Oct-07	– 1.5	0.4	– 0.1	3.9	6.0	– 1.5	0.2	– 1.6	0.2
Nov-07	0.3	– 0.8	2.4	4.2	3.6	– 1.4	1.3	– 0.9	0.3
Dec-07	– 1.8	3.9	– 1.3	– 4.2	1.0	1.9	– 4.8	4.3	1.5
Jan-08	3.1	1.1	2.0	– 6.0	– 2.9	0.6	– 7.8	–10.0	0.7
Feb-08	– 5.8	– 2.1	– 3.9	5.0	– 1.4	1.9	– 3.4	5.8	– 2.4
Mar-08	1.6	– 0.4	0.2	– 5.4	– 2.0	– 4.2	6.2	2.5	– 0.2
Apr-08	– 2.3	– 1.2	3.4	– 4.2	– 0.2	1.1	17.9	17.8	0.0
May-08	0.9	– 0.8	– 1.0	9.9	– 2.4	– 1.1	–13.7	– 4.5	– 0.3
Jun-08	3.9	– 0.4	3.7	2.5	8.1	– 2.9	4.6	7.0	1.7
Jul-08	– 5.6	– 2.4	– 4.5	– 8.6	– 9.8	4.4	– 3.1	– 6.7	– 3.9
Aug-08	0.7	– 0.2	3.0	3.0	1.3	– 6.9	– 0.6	4.7	0.8
Sep-08	– 1.9	– 3.8	– 2.4	– 2.5	– 2.4	– 2.6	– 2.0	5.2	– 2.8

September month-over-month growth rates

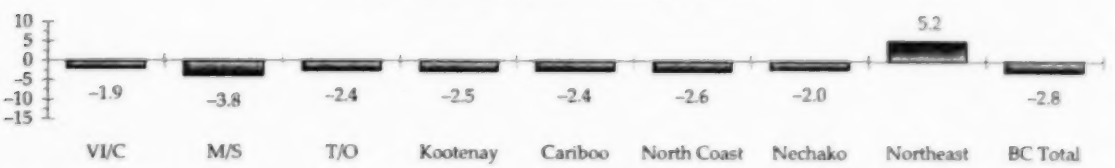


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151–250	76–150	1–75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,478	251,128	425,146	238,670	244,239	149,412	124,012
Annual growth rates							
2003	– 6.1	– 4.0	0.1	0.0	– 0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.6	9.2	12.0	7.9	4.2	10.3	14.9
Monthly data							
Sep-07	45,857	21,238	36,502	20,223	19,923	12,818	10,510
Oct-07	45,769	21,512	36,654	20,294	19,937	12,203	10,459
Nov-07	45,428	21,135	36,819	19,879	20,215	12,015	11,060
Dec-07	48,489	20,741	36,948	19,927	20,822	12,704	10,774
Jan-08	48,535	21,213	36,874	19,964	20,187	12,671	10,316
Feb-08	47,367	20,977	36,858	19,484	19,586	12,001	10,238
Mar-08	47,943	20,600	36,951	19,863	19,771	11,893	10,698
Apr-08	45,663	21,307	37,294	19,843	19,435	11,602	10,011
May-08	45,001	21,034	37,361	19,927	19,601	12,408	10,855
Jun-08	45,016	21,848	38,984	20,592	21,165	12,272	10,906
Jul-08	43,839	20,403	34,792	19,047	19,163	12,317	10,639
Aug-08	42,915	20,399	37,292	20,029	19,597	12,623	10,758
Sep-08	41,789	20,166	35,910	18,788	19,364	12,021	10,429
Month-over-month growth rates							
Sep-07	4.6	3.3	2.3	1.8	0.6	2.0	– 0.2
Oct-07	– 0.2	1.3	0.4	0.4	0.1	– 4.8	– 0.5
Nov-07	– 0.7	– 1.8	0.5	– 2.0	1.4	– 1.5	5.7
Dec-07	6.7	– 1.9	0.4	0.2	3.0	5.7	– 2.6
Jan-08	0.1	2.3	– 0.2	0.2	– 3.1	– 0.3	– 4.2
Feb-08	– 2.4	– 1.1	0.0	– 2.4	– 3.0	– 5.3	– 0.8
Mar-08	1.2	– 1.8	0.3	1.9	0.9	– 0.9	4.5
Apr-08	– 4.8	3.4	0.9	– 0.1	– 1.7	– 2.4	– 6.4
May-08	– 1.4	– 1.3	0.2	0.4	0.9	6.9	8.4
Jun-08	0.0	3.9	4.3	3.3	8.0	– 1.1	0.5
Jul-08	– 2.6	– 6.6	–10.8	– 7.5	– 9.5	0.4	– 2.4
Aug-08	– 2.1	0.0	7.2	5.2	2.3	2.5	1.1
Sep-08	– 2.6	– 1.1	– 3.7	– 6.2	– 1.2	– 4.8	– 3.1

September month-over-month growth rates

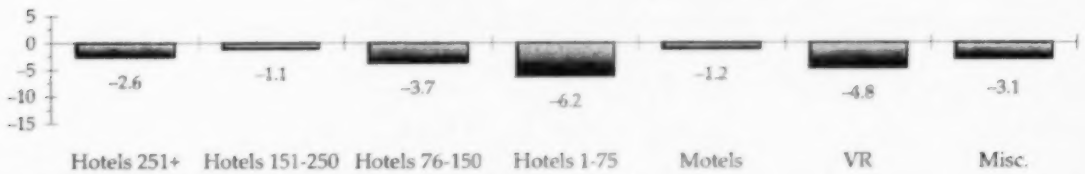


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Sep-08	YTD 08	Sep-07	YTD 07	Sep-08	Sep-07	Sep-08	Sep-07
Vancouver Island/Coast								
17 Capital								
All accommodation types	**20,111**	**150,658**	**- 11.8**	**- 6.6**	**173**	**- 2**	**8,333**	**- 12**
Hotels	16,114	121,980	- 13.0	- 6.4	65	- 2	5,502	- 94
76-150 Rooms	3,856	29,986	- 19.3	- 8.1	17	0	1,740	0
1-75 Rooms	3,659	28,991	- 16.9	- 7.1	39	- 2	1,574	- 95
Motels	1,641	13,263	- 17.1	- 8.7	21	- 2	899	-107
Miscellaneous	1,741	10,354	5.3	- 4.8	52	- 3	1,506	88
19 Cowichan Valley								
All accommodation types	**1,121**	**8,089**	**- 8.1**	**- 1.2**	**37**	**- 3**	**680**	**- 14**
Motels	373	1,919	13.5	1.8	15	0	310	6
21 Nanaimo								
All accommodation types	**4,438**	**39,111**	**- 9.2**	**0.7**	**70**	**- 3**	**2,750**	**97**
Hotels	2,302	19,589	- 3.4	3.4	19	1	1,244	149
Motels	881	7,270	- 17.8	- 5.7	25	- 1	657	- 7
Vacation Rentals	933	10,491	- 17.5	2.1	19	- 2	682	- 54
23 Alberni-Clayoquot								
All accommodation types	**5,725**	**41,158**	**- 3.8**	**- 1.3**	**74**	**0**	**1,632**	**28**
Hotels	1,475	10,066	5.7	4.4	12	0	452	36
Vacation Rentals	2,232	16,266	- 3.3	- 0.9	20	1	383	4
Miscellaneous	1,214	9,168	- 14.0	- 7.4	17	1	310	36
25 Comox-Strathcona								
All accommodation types	**3,917**	**32,000**	**- 17.1**	**- 3.1**	**87**	**- 5**	**2,057**	**- 78**
Fishing lodges	883	5,874	- 12.5	- 5.3	24	3	398	32
Hotels	962	9,173	- 6.1	- 3.6	11	0	534	0
Motels	895	7,009	- 15.1	- 4.9	22	- 2	639	- 44
27 Powell River								
All accommodation types	**781**	**4,554**	**6.2**	**8.7**	**23**	**- 1**	**446**	**- 15**
Hotels	348	2,731	6.5	11.3	10	- 1	281	- 12
1-75 Rooms	348	2,731	6.5	11.3	10	- 1	281	- 12
43 Mount Waddington								
All accommodation types	**1,194**	**6,685**	**1.3**	**4.5**	**29**	**5**	**795**	**148**
Hotels	429	2,980	- 15.0	- 4.2	11	2	537	116
45 Central Coast								
All accommodation types	**384**	**1,811**	**6.7**	**- 1.6**	**14**	**1**	**184**	**4**

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Sep-08	YTD 08	Sep-07	YTD 07	Sep-08	Sep-07	Sep-08	Sep-07
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	**4,709**	**38,075**	**- 7.7**	**3.8**	**72**	**- 2**	**2,449**	**- 64**
Hotels	3,320	26,245	- 6.2	3.7	17	- 1	1,336	- 26
Motels	934	8,050	- 13.3	0.5	36	- 1	896	- 43
15 Greater Vancouver								
All accommodation types	**78,266**	**647,359**	**- 5.7**	**3.1**	**240**	**- 2**	**25,791**	**-661**
Hotels	74,670	609,091	- 5.9	2.9	160	- 2	22,889	- 9
251+ Rooms	37,500	304,673	- 5.0	3.0	22	0	8,940	0
151-250 Rooms	15,099	125,190	- 7.3	2.6	26	0	5,061	0
76-150 Rooms	15,965	130,831	- 5.4	4.0	56	2	6,037	213
1-75 Rooms	6,105	48,397	- 9.1	- 0.1	56	- 4	2,851	-222
Motels	2,019	17,169	- 2.7	1.7	32	0	1,411	28
Miscellaneous	949	12,102	20.2	31.2	25	- 1	930	-665
29 Sunshine Coast								
All accommodation types	**894**	**5,724**	**10.6**	**2.3**	**24**	**3**	**426**	**47**
31 Squamish-Lillooet								
All accommodation types	**9,333**	**165,161**	**- 10.2**	**0.9**	**87**	**0**	**5,888**	**- 9**
Hotels	8,349	139,083	- 10.8	1.4	38	1	4,656	43
76-150 Rooms	2,743	38,103	16.3	4.8	15	2	1,470	188
1-75 Rooms	614	8,490	- 10.5	- 4.2	16	0	573	49
Vacation Rentals	480	19,345	- 11.9	- 4.3	26	0	822	5
Miscellaneous	245	4,942	- 1.4	8.2	15	- 2	216	- 67

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Sep-08	YTD 08	Sep-07	YTD 07	Sep-08	Sep-07	Sep-08	Sep-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	**5,527**	**49,780**	**- 3.2**	**4.9**	**114**	**- 5**	**3,272**	**31**
Hotels	2,406	21,727	- 8.6	0.9	14	- 2	1,039	- 53
1-75 Rooms	773	7,445	- 19.8	- 7.1	10	- 2	490	- 53
Motels	1,979	18,905	- 4.9	1.0	68	- 2	1,600	- 50
Miscellaneous	783	5,552	31.7	46.3	18	0	296	106
33 Thompson-Nicola								
All accommodation types	**8,030**	**66,244**	**3.4**	**2.6**	**153**	**- 8**	**5,310**	**-370**
Fishing lodges	237	1,190	- 18.9	- 1.9	13	1	150	5
Hotels	3,563	31,064	- 2.1	3.9	31	- 4	2,001	-241
76-150 Rooms	2,138	18,205	- 2.7	5.7	10	- 2	958	-177
1-75 Rooms	555	4,352	- 5.5	- 11.6	19	- 2	620	- 64
Motels	3,153	22,200	14.5	7.3	71	- 1	2,198	39
Vacation Rentals	194	6,212	- 44.1	- 15.3	16	- 4	261	-211
Miscellaneous	884	5,577	20.9	2.7	22	0	700	38
35 Central Okanagan								
All accommodation types	**8,396**	**80,363**	**- 10.3**	**1.4**	**62**	**- 4**	**3,536**	**-141**
Hotels	6,002	50,575	- 9.2	1.5	18	- 1	1,851	29
Motels	1,181	11,318	- 21.5	- 6.2	18	- 3	835	- 87
Vacation Rentals	474	12,622	- 9.7	2.9	20	1	528	- 43
37 North Okanagan								
All accommodation types	**1,882**	**21,287**	**- 11.6**	**- 0.1**	**37**	**- 5**	**1,457**	**- 51**
Hotels	1,097	10,959	- 16.1	- 0.1	11	- 1	853	- 20
Motels	700	6,132	- 6.3	- 3.9	16	- 1	531	- 13
39 Columbia-Shuswap								
All accommodation types	**5,472**	**48,674**	**- 3.2**	**4.0**	**107**	**- 5**	**3,683**	**70**
Hotels	2,398	19,578	- 0.0	5.3	22	1	1,460	126
1-75 Rooms	735	6,063	- 10.6	- 7.7	14	0	489	- 45
Motels	2,245	18,510	- 8.7	5.6	44	- 2	1,549	- 21
Miscellaneous	405	6,404	34.5	0.0	27	0	472	- 2
Kootenay								
01 East Kootenay								
All accommodation types	**5,768**	**52,343**	**1.5**	**0.6**	**109**	**- 6**	**4,468**	**-127**
Hotels	2,216	20,705	- 5.3	6.0	29	- 2	1,755	- 33
76-150 Rooms	1,323	12,561	- 2.2	1.1	10	0	973	0
1-75 Rooms	634	6,175	- 17.4	1.5	18	- 2	688	- 33
Motels	1,353	9,550	- 5.7	1.7	41	1	975	57
Miscellaneous	1,565	10,571	24.3	- 3.6	23	- 2	792	- 52
03 Central Kootenay								
All accommodation types	**2,479**	**20,677**	**- 15.5**	**- 0.0**	**78**	**- 5**	**1,611**	**- 39**
Hotels	1,340	10,790	- 9.7	0.2	17	0	750	0
1-75 Rooms	743	5,968	- 13.2	- 1.2	15	0	517	0
Motels	661	4,986	- 22.0	- 1.9	30	- 1	569	33
Miscellaneous	197	2,576	- 21.5	1.4	16	- 3	163	- 65
05 Kootenay Boundary								
All accommodation types	**782**	**7,598**	**- 11.8**	**4.3**	**35**	**- 1**	**701**	**- 1**
Motels	435	3,367	- 4.1	1.0	22	0	416	7

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Sep-08	Revenue ($000) YTD 08	Revenue % change from Sep-07	Revenue % change from YTD 07	Properties (#) Sep-08	Properties # chg from Sep-07	Rooms (#) Sep-08	Rooms # chg from Sep-07
Cariboo								
41 Cariboo								
All accommodation types	**2,531**	**17,745**	**- 1.3**	**2.6**	**93**	**- 9**	**2,038**	**- 54**
Fishing lodges	186	742	- 3.5	- 4.3	15	- 2	156	- 8
Hotels	674	5,076	- 1.6	1.4	10	- 1	520	- 8
Motels	1,149	9,315	- 2.8	5.5	31	- 1	985	22
Vacation Rentals	304	1,191	7.2	12.2	25	- 2	259	- 15
Miscellaneous	218	1,421	- 1.5	- 12.1	12	- 3	118	- 45
53 Fraser-Fort George								
All accommodation types	**3,841**	**31,820**	**- 3.4**	**4.8**	**57**	**- 2**	**2,574**	**- 2**
Hotels	2,785	23,364	- 1.1	8.4	20	1	1,536	46
1-75 Rooms	897	7,416	11.6	42.2	11	1	528	53
Motels	990	7,469	- 4.4	- 3.6	27	- 1	941	- 19
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**1,754**	**14,685**	**- 16.2**	**- 4.4**	**43**	**1**	**1,240**	**- 7**
Fishing lodges	594	4,682	- 23.9	- 15.5	14	1	260	5
Hotels	739	6,597	- 12.4	- 0.6	10	- 1	571	- 47
Motels	350	2,743	- 7.8	8.0	12	12	358	30
49 Kitimat-Stikine								
All accommodation types	**1,216**	**8,936**	**- 5.1**	**0.9**	**37**	**- 5**	**866**	**- 55**
Motels	490	3,512	- 4.4	1.8	18	- 1	430	- 18
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	**1,490**	**9,366**	**- 5.5**	**- 2.1**	**57**	**- 3**	**1,190**	**- 40**
Fishing lodges	116	565	- 30.1	11.9	14	0	103	0
Motels	848	5,130	5.2	- 1.1	24	0	646	- 1
Northeast								
55 Peace River +								
59 Northern Rockies								
All accommodation types	**7,240**	**56,468**	**23.5**	**8.4**	**72**	**1**	**3,817**	**154**
Hotels	4,749	37,869	21.8	30.7	32	2	2,416	136
76-150 Rooms	3,575	28,233	28.2	51.3	17	2	1,757	172
1-75 Rooms	1,175	9,636	5.6	- 6.5	15	0	659	- 36
Motels	1,478	10,901	20.7	- 28.5	30	0	910	22

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Sep-08	YTD 08	Sep-07	YTD 07	Sep-08	Sep-07	Sep-08	Sep-07
Vancouver Island/Coast	**37,670**	**284,066**	**-10.0**	**- 3.8**	**507**	**- 8**	**16,877**	**158**
Victoria (C)	16,051	120,429	-13.4	- 7.0	81	- 3	5,667	- 90
Saanich Peninsula	1,135	9,091	- 9.3	- 0.1	14	2	408	14
Other CRD	2,925	21,138	- 3.7	- 6.7	78	- 1	2,258	64
Nanaimo (C)	2,526	20,920	- 5.6	0.3	25	- 1	1,272	- 4
Port Alberni (C)	497	4,024	-14.1	- 3.8	15	0	406	0
Courtenay (C)	959	9,775	-10.4	1.2	12	0	463	0
Rest of Development Region	13,577	98,689	- 7.8	- 0.8	282	- 5	6,403	174
Mainland/Southwest	**93,202**	**856,320**	**- 6.1**	**2.7**	**423**	**- 1**	**34,554**	**-687**
Downtown Vancouver (C)	49,876	392,752	- 5.3	2.8	76	- 2	12,373	-100
Other Vancouver (C)	4,504	39,790	-14.2	- 0.4	39	0	2,910	0
Richmond (C)	12,023	106,535	- 5.5	4.3	25	- 1	4,215	95
Burnaby (C)	3,098	25,592	6.1	4.1	11	1	1,357	36
Other GVRD	8,748	82,422	- 7.1	4.4	85	- 4	4,909	-719
Whistler (RM)	7,860	155,845	-16.4	0.2	58	- 2	5,044	-130
Rest of Development Region	7,094	53,383	2.9	5.9	129	7	3,746	131
Thompson/Okanagan	**29,307**	**266,347**	**- 4.3**	**2.7**	**473**	**-27**	**17,258**	**-461**
Penticton (C)	2,964	25,477	2.0	3.1	42	- 2	1,665	- 8
Kamloops (C)	5,567	49,188	5.2	3.9	66	- 7	3,641	-357
Kelowna (C)	7,233	69,116	-10.8	- 0.2	45	- 5	2,869	- 84
Vernon (C)	1,782	19,948	-11.2	0.1	26	- 2	1,314	- 33
Revelstoke (C)	1,923	17,807	- 1.4	15.3	31	1	1,408	131
Golden (T)	1,236	12,275	- 8.3	- 3.7	33	- 1	1,178	- 9
Rest of Development Region	8,602	72,537	- 4.4	3.7	230	-11	5,183	-101
Kootenay	**9,028**	**80,618**	**- 5.0**	**0.8**	**222**	**-12**	**6,780**	**-167**
Cranbrook (C)	1,326	10,113	- 3.6	11.4	20	0	1,013	0
Fernie (C)	840	12,564	6.3	1.8	20	- 1	888	2
Nelson (C)	832	6,864	- 5.1	0.3	13	- 1	444	- 45
Rest of Development Region	6,030	51,078	- 6.7	- 1.3	169	-10	4,435	-124
Cariboo	**6,371**	**49,566**	**- 2.6**	**4.0**	**150**	**-11**	**4,612**	**- 56**
Quesnel (C)	415	3,455	- 1.4	9.4	11	0	423	23
Williams Lake (C)	657	5,142	1.6	3.3	12	0	576	0
Prince George (C)	2,967	24,159	0.9	9.4	29	1	1,812	36
Rest of Development Region	2,331	16,809	- 7.8	- 3.6	98	-12	1,801	-115
North Coast	**2,970**	**23,621**	**-12.0**	**- 2.4**	**80**	**- 4**	**2,106**	**- 62**
Prince Rupert (C)	1,129	7,610	-10.8	- 0.4	17	0	781	0
Terrace (C)	620	5,148	1.5	5.4	13	- 2	414	- 28
Rest of Development Region	1,221	10,863	-18.5	- 7.0	50	- 2	911	- 34
Nechako	**1,490**	**9,366**	**- 5.5**	**- 2.1**	**57**	**- 3**	**1,190**	**- 40**
Smithers (T)	756	5,017	-12.7	1.9	18	- 1	457	- 5
Rest of Development Region	735	4,349	3.3	- 6.3	39	- 2	733	- 35
Northeast	**7,240**	**56,468**	**23.5**	**8.4**	**72**	**1**	**3,817**	**154**
Dawson Creek (C)	1,652	12,568	37.5	44.3	17	1	734	85
Fort St. John (C)	1,974	16,338	11.6	-11.8	16	2	1,201	223
Rest of Development Region	3,614	27,563	25.0	10.9	39	- 2	1,882	-154

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	– 4.8	3.7	0.6	– 3.4	1.8	1.0	22.0	– 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	– 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	– 7.0	8.4
Monthly data									
Sep-07	41,872	99,275	30,609	9,506	6,538	3,374	1,577	5,860	198,611
Oct-07	24,350	73,445	18,034	6,006	5,470	1,724	1,357	5,513	135,900
Nov-07	16,492	57,820	12,268	4,157	4,199	1,369	852	5,136	102,293
Dec-07	15,294	78,126	17,073	7,130	3,788	997	627	4,718	127,754
Jan-08	13,617	79,848	19,185	7,066	3,503	998	565	5,056	129,838
Feb-08	16,473	87,788	19,378	9,851	3,651	1,535	625	6,415	145,716
Mar-08	21,584	93,369	22,550	8,569	4,575	1,571	797	7,340	160,355
Apr-08	22,474	74,477	16,727	5,195	4,715	1,411	804	5,766	131,570
May-08	30,955	92,011	25,428	7,027	5,543	2,269	917	4,454	168,605
Jun-08	38,072	105,127	33,220	8,634	6,681	3,927	1,304	6,604	203,569
Jul-08	47,889	111,913	45,117	11,570	7,159	4,835	1,403	6,564	236,448
Aug-08	55,332	118,585	55,436	13,679	7,368	4,103	1,461	7,028	262,991
Sep-08	37,670	93,202	29,307	9,028	6,371	2,970	1,490	7,240	187,280
Year-over-year percent changes									
Sep-07	9.6	6.1	8.9	11.9	4.2	26.4	19.4	–12.6	7.1
Oct-07	5.4	7.9	5.0	16.4	13.2	23.9	21.6	– 6.0	7.3
Nov-07	6.0	3.9	13.0	28.8	15.8	17.3	17.9	–13.5	5.7
Dec-07	1.2	11.3	9.6	14.4	16.5	17.1	13.5	3.4	9.8
Jan-08	2.8	9.8	6.1	1.4	11.2	15.9	– 3.9	–11.3	7.0
Feb-08	2.2	9.5	2.7	10.8	8.4	25.2	4.1	5.6	7.7
Mar-08	– 2.7	3.3	0.7	– 2.1	4.8	3.4	– 4.3	– 1.6	1.6
Apr-08	– 6.3	2.5	– 0.1	– 3.3	11.7	5.5	19.5	20.8	1.4
May-08	– 2.4	6.3	4.3	8.9	0.2	7.5	–14.0	11.1	4.2
Jun-08	– 0.1	2.2	8.1	8.1	11.3	– 6.3	5.5	18.2	3.5
Jul-08	– 7.6	1.9	– 0.6	– 6.6	1.4	1.4	– 0.9	5.3	– 1.0
Aug-08	– 1.8	– 0.7	6.3	0.0	– 0.8	–14.9	– 7.5	9.8	0.4
Sep-08	–10.0	– 6.1	– 4.3	– 5.0	– 2.6	–12.0	– 5.5	23.5	– 5.7

September year-over-year growth rates

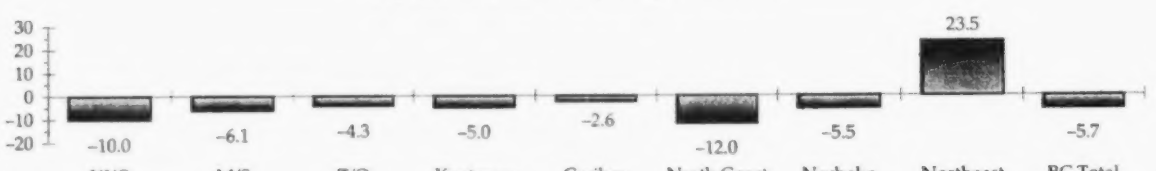


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	*Total*	Asia	Europe	Other*
Annual data								
2003	7,335	6,137	2,581	3,557	1,198	578	410	210
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
Annual percent changes								
2003	– 8.0	– 7.0	– 8.1	– 6.1	–12.9	–24.4	– 0.4	5.6
2004	1.5	– 1.6	– 4.0	0.1	17.6	23.9	11.7	11.6
2005	– 3.0	– 4.8	– 6.6	– 3.5	4.6	1.1	7.8	9.3
2006	– 5.2	– 6.5	–16.0	0.0	– 0.5	– 0.9	– 0.2	0.0
2007	– 3.9	– 5.9	– 9.1	– 4.1	3.3	– 2.5	5.3	15.6
Monthly data								
Oct-07	539	418	140	279	121	54	41	25
Nov-07	541	414	140	275	126	58	41	28
Dec-07	530	402	133	269	129	58	43	28
Jan-08	532	403	136	267	129	58	43	28
Feb-08	525	396	132	265	129	59	42	28
Mar-08	511	390	127	262	121	55	42	24
Apr-08	509	384	125	259	125	53	43	28
May-08	507	377	121	255	131	60	44	27
Jun-08	486	359	116	243	126	57	43	26
Jul-08	474	347	120	227	127	57	43	27
Aug-08	448	319	115	204	129	57	43	29
Sep-08	497	371	125	246	126	55	43	28
Oct-08	498	373	127	246	125	54	43	29
Month-over-month growth rates								
Oct-07	– 1.1	0.3	– 3.7	2.4	– 5.6	– 8.5	– 7.4	4.9
Nov-07	0.3	– 1.0	0.0	– 1.4	4.8	7.9	– 2.1	9.5
Dec-07	– 1.9	– 3.0	– 4.7	– 2.2	1.9	– 0.3	6.6	– 0.6
Jan-08	0.4	0.4	2.1	– 0.5	0.5	– 0.4	0.1	3.0
Feb-08	– 1.3	– 1.7	– 3.1	– 1.0	– 0.3	1.8	– 2.1	– 1.9
Mar-08	– 2.7	– 1.7	– 3.2	– 0.9	– 6.0	– 6.2	– 0.2	–14.5
Apr-08	– 0.4	– 1.5	– 2.0	– 1.2	3.0	– 2.8	2.6	17.1
May-08	– 0.3	– 1.9	– 2.8	– 1.5	4.8	13.1	0.7	– 4.9
Jun-08	– 4.3	– 4.6	– 4.6	– 4.6	– 3.4	– 6.2	– 1.1	– 0.9
Jul-08	– 2.3	– 3.4	3.6	– 6.7	0.6	0.0	0.2	2.7
Aug-08	– 5.5	– 8.1	– 4.4	–10.0	1.6	0.2	0.3	6.8
Sep-08	10.8	16.3	9.1	20.3	– 2.7	– 2.6	– 1.6	– 4.6
Oct-08	0.3	0.5	1.7	– 0.1	– 0.3	– 3.3	0.7	4.2

* Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	*Total*	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,321	7,266	3,814	3,241	1,183	8,263	21,348	2,466
2004	15,726	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
Annual growth rates								
2003	– 3.7	– 2.1	– 1.1	–10.0	7.3	– 0.1	– 0.9	– 2.1
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	– 0.7	1.8
2006	3.1	4.4	3.6	– 0.1	5.4	– 0.1	– 0.5	– 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Oct-07	1,476	769	365	342	127	706	1,794	189
Nov-07	1,541	790	383	368	128	718	1,820	231
Dec-07	1,512	766	381	365	125	699	1,802	219
Jan-08	1,547	793	379	375	127	704	1,781	230
Feb-08	1,554	794	395	366	128	704	1,783	173
Mar-08	1,545	796	380	369	124	707	1,785	229
Apr-08	1,534	797	373	364	129	703	1,768	226
May-08	1,521	795	374	352	128	711	1,794	234
Jun-08	1,506	791	366	349	130	706	1,795	239
Jul-08	1,462	768	354	341	131	690	1,745	225
Aug-08	1,468	779	358	331	132	673	1,722	221
Sep-08	1,389	744	320	325	130	663	1,700	171
Oct-08	1,423	766	342	315	131	664	1,726	x
Month-over-month growth rates								
Oct-07	0.1	0.5	0.7	– 1.4	1.3	– 2.0	– 1.8	–13.1
Nov-07	4.4	2.7	5.0	7.5	0.9	1.7	1.4	22.2
Dec-07	– 1.8	– 3.0	– 0.4	– 0.9	– 2.3	– 2.7	– 1.0	– 5.4
Jan-08	2.3	3.4	– 0.5	2.9	1.2	0.7	– 1.2	5.4
Feb-08	0.5	0.2	4.0	– 2.5	0.9	– 0.1	0.1	–25.0
Mar-08	– 0.6	0.2	– 3.8	1.0	– 3.0	0.4	0.1	32.7
Apr-08	– 0.7	0.2	– 1.8	– 1.4	4.1	– 0.6	– 0.9	– 1.5
May-08	– 0.8	– 0.2	0.3	– 3.4	– 0.6	1.2	1.5	3.3
Jun-08	– 1.0	– 0.6	– 2.1	– 0.7	1.6	– 0.7	0.1	2.4
Jul-08	– 2.9	– 2.9	– 3.4	– 2.3	0.4	– 2.3	– 2.8	– 5.8
Aug-08	0.4	1.4	1.3	– 3.0	1.0	– 2.5	– 1.3	– 1.8
Sep-08	– 5.4	– 4.4	–10.8	– 1.7	– 1.7	– 1.5	– 1.3	–22.9
Oct-08	2.5	2.9	7.1	– 3.0	0.9	0.2	1.6	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
Annual data								
2003	15.4	31.5	124.0	30.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.6	103.6
2005	15.8	32.9	128.8	33.2	63.9	116.3	80.1	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.7	128.0	81.1	112.2
Annual growth rates								
2003	5.3	- 0.4	3.3	3.0	- 1.1	- 2.8	- 9.9	1.8
2004	0.4	0.1	1.5	7.1	5.1	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.5	5.0	4.7	2.6
Monthly data								
Oct-07	16.5	36.2	142.4	36.7	67.5	131.0	81.8	113.2
Nov-07	16.6	37.5	142.7	36.4	67.7	131.4	82.8	113.0
Dec-07	16.6	36.8	142.7	36.2	66.5	131.8	82.9	112.8
Jan-08	16.5	37.2	144.3	36.1	67.3	132.6	82.7	112.3
Feb-08	16.5	35.9	145.5	36.3	66.0	133.1	82.1	113.4
Mar-08	16.0	36.8	145.2	36.1	65.9	134.0	82.7	113.9
Apr-08	16.7	37.8	146.6	34.9	65.1	133.8	83.3	114.2
May-08	16.8	36.4	147.2	35.3	65.0	133.8	82.8	114.6
Jun-08	16.5	36.5	148.1	35.9	66.9	133.5	83.0	114.8
Jul-08	16.6	36.0	149.2	35.7	63.6	132.0	83.0	115.7
Aug-08	16.6	35.9	149.4	35.4	65.1	132.2	83.1	116.3
Sep-08	15.8	35.5	150.4	35.6	62.9	132.5	83.2	116.7
Oct-08	16.5	35.3	152.0	36.0	62.9	134.2	82.5	116.6
Month-over-month growth rates								
Oct-07	- 0.9	0.4	0.0	0.0	0.2	0.6	1.4	0.0
Nov-07	0.6	3.7	0.2	- 0.7	0.2	0.3	1.2	- 0.2
Dec-07	0.0	- 1.8	0.0	- 0.5	- 1.2	0.3	0.1	- 0.2
Jan-08	- 0.4	1.0	1.1	- 0.2	0.8	0.6	- 0.2	- 0.4
Feb-08	- 0.3	- 3.4	0.8	0.6	- 1.3	0.4	- 0.7	1.0
Mar-08	- 2.8	2.4	- 0.2	- 0.5	- 0.1	0.7	0.7	0.4
Apr-08	4.0	2.9	1.0	- 3.4	- 0.8	- 0.1	0.7	0.3
May-08	0.6	- 3.9	0.4	1.3	- 0.1	0.0	- 0.6	0.4
Jun-08	- 1.3	0.3	0.6	1.4	1.9	- 0.2	0.2	0.2
Jul-08	0.3	- 1.2	0.7	- 0.5	- 3.3	- 1.1	0.0	0.8
Aug-08	- 0.2	- 0.3	0.1	- 0.7	1.5	0.2	0.1	0.5
Sep-08	- 4.6	- 1.1	0.6	0.4	- 2.2	0.2	0.1	0.3
Oct-08	4.7	- 0.6	1.1	1.3	0.0	1.3	- 0.8	- 0.1

[1]Data Source: Statistics Canada (Fmployment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Data Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change.
[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1] Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking Places	Food Services	*Total*	Drinking Places	Food Services
Annual data						
2003	6,318	568	5,750	38,570	2,517	36,053
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
Annual growth rates						
2003	4.1	7.2	6.1	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	– 8.2	4.1	3.5	– 0.7	3.8
2006	7.0	–21.3	8.8	5.7	– 4.4	6.4
2007	3.2	10.6	2.6	3.0	– 3.5	3.4
Monthly data						
Oct-07	647	x	x	3,887	194	3,693
Nov-07	645	x	x	3,856	191	3,664
Dec-07	635	x	x	3,838	192	3,646
Jan-08	651	x	x	3,909	192	3,718
Feb-08	656	x	x	3,909	193	3,716
Mar-08	632	x	x	3,863	193	3,671
Apr-08	648	43	607	3,955	197	3,758
May-08	642	44	597	3,981	198	3,782
Jun-08	649	44	608	3,958	207	3,751
Jul-08	647	39	613	3,950	201	3,748
Aug-08	653	40	611	4,013	203	3,811
Sep-08	660	40	622	4,043	202	3,841
Oct-08	668	43	626	4,072	203	3,868
Month-over-month growth rates						
Oct-07	1.8	x	x	0.8	– 2.3	0.9
Nov-07	– 0.2	x	x	– 0.8	– 1.6	– 0.8
Dec-07	– 1.7	x	x	– 0.4	0.4	– 0.5
Jan-08	2.5	x	x	1.8	– 0.2	2.0
Feb-08	0.9	x	x	0.0	0.6	0.0
Mar-08	– 3.8	x	x	– 1.2	– 0.1	– 1.2
Apr-08	2.5	x	x	2.4	2.3	2.4
May-08	– 0.9	2.5	– 1.7	0.6	0.6	0.6
Jun-08	1.1	0.0	2.0	– 0.6	4.3	– 0.8
Jul-08	– 0.3	–11.7	0.7	– 0.2	– 2.5	– 0.1
Aug-08	0.8	2.5	– 0.3	1.6	0.7	1.7
Sep-08	1.1	1.1	1.9	0.7	– 0.3	0.8
Oct-08	1.3	5.7	0.6	0.7	0.6	0.7

[1]Data Source: Statistics Canada & BC Stats. x = Data currently not available.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Classification Definitions

Type	Definition
Hotel	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
Miscellaneous	All other properties not included or classified as above, including campgrounds, work camps, adventure/hunting lodges, bed and breakfasts, guest ranches, and resorts.

Table 11: Urban Centre Definitions

Urban centres (or Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
RM	Resort Municipality
T	Town